



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** July 28, 2009

**TO:** Mayor and Councilmembers

**FROM:** Airport Administration, Airport Department

**SUBJECT:** Contract With Innova Aviation Consulting, LLC For Air Service Development

### **RECOMMENDATION:**

That Council authorize the Airport Director to execute a contract with Innova Aviation Consulting, LLC for specialized air service development support for the Santa Barbara Airport, in an amount not to exceed \$52,000.

### **DISCUSSION:**

Since 1979 the Airport has contracted with three firms for specialized air carrier development services to assist the Airport in meeting its strategic goals of maintaining existing service and attracting new domestic service. In FY 2007, the Airport conducted an extensive Request for Proposal process to select an air service development firm and project manager. The RFP was distributed to 13 firms and announcements were placed in industry trade newsletters. Of the seven submittals, the Airport interviewed five firms and after contacting references, Kevin Schorr, (previously with TranSystems/Campbell-Hill), Innova Aviation Consulting, LLC, was selected based on his experience and strong airline contacts.

Mr. Schorr has extensive airline experience. He was the former Director of Domestic Strategies and Alliances with TWA, and has been involved with air service development with over 25 different airports, including: Mineta-San Jose, Kansas City, Milwaukee, Port of Portland, Bradley-Hartford, Reno, Austin, Stewart-Newburgh, New York, Stockton, Oklahoma City and San Diego. Most recently, Mr. Schorr assisted the Airport in working with Horizon Airlines to provide Sacramento service once Express Jet ceased operations. He works closely with airline corporate executives and keeps pace with trends in the airline industry.

Under this contract, the following services will be provided:

- Interview local stakeholders and community groups to identify strategies for use in air service pursuits;
- Schedule and meet with current airlines to discuss service improvements, fare pricing, routing, and equipment;

- Develop and present business cases to new airlines; and
- Provide air service support and strategic advice to Airport staff as needed.

**BUDGET/FINANCIAL INFORMATION:**

This contract is at the direction of the Airport Director and is charged on a time and materials basis. Funding for the contract was established in the Airport Department's FY 2010 operating budget.

**PREPARED BY:** Hazel Johns, Assistant Airport Director

**SUBMITTED BY:** Karen Ramsdell, Airport Director

**APPROVED BY:** City Administrator's Office